

REMARKS

Reconsideration and allowance of the subject application are respectfully requested. Claims 1-3, 5-8, 10-15, 17-21, and 23-33 remain pending in the present application, claims 1, 6, 11-13, 19, and 25-27 being independent. In this Reply, Applicants have amended all independent claims.

Prior Art Rejection

Claims 1-3, 5-8, 10-15, 17-21, and 23-33 stand rejected under 35 U.S.C. § 103 as allegedly being unpatentable over *Moghadam et al.* (U.S. Patent 5,799,219) in view of *Farros et al.* (U.S. Patent 5,930,810). This rejection, insofar as it may pertain to the presently pending claims, is respectfully traversed.

As discussed in the After Final Reply dated June 26, 2002, independent claims 1, 6, 12, 13, 19, 26, and 27 each require that both picture image data and "printing service information" be recorded in a recording medium. According to the present invention, storing the "printing service information" on the recording medium along with the picture image data allows such information to be updated so that the user is aware of current printing capabilities of the printing service provider at the time of ordering prints. For example, as illustrated in Fig. 2, "a menu" of services associated with picture image data may be updated when there has been a change in printing service options available. (See e.g., order screens 12 and 13 in Fig. 2). In the Reply dated June 26, 2002, Applicants noted that *Moghadam* fails to teach that the "menu" displayed to the user for print selection may be updated or is recorded in a recording medium with the picture data. Instead, the menu of *Moghadam* is fixed. Referring to Fig. 3 (showing a menu display), the fact that the

menus are displayed on the data input screen demonstrates that the menu itself is not information retrieved from the recording medium containing the picture image data.

Despite these arguments, the Examiner maintains the rejection, stating on page 2 of the Office Action that:

The Applicant's are of the opinion that the Examiners rejection was inappropriate as the references, individually and/or combined, do not teach a system where "printing service information" and picture image data are stored on a recording medium. Notice the claims do not mandate that both sets of data be stored on the same recording medium as suggested by the Applicant (paper 27, page 11, lines 19-21). Therefore, the Examiner respectfully disagrees as Moghadam et al. clearly teach communication protocol, agency name, mailing address, billing and image control data magnetically recorded on a recording medium that also stores image data ('219, column 6, lines 28-60) and displaying this data at a user controlled device, such as a computer ('219, figures 3 and 5; column 5, lines 60-65; column 7, lines 3-65).

In this reply, to further clarify the invention, Applicants have amended the independent claims to indeed specify that both the picture image data and print service information are stored on the same recording medium, and that the recording medium is portable.

Although the Examiner relies on the secondary reference, *Farros*, as allegedly teaching the storage of updateable printing service information, this reference fails to suggest storing updateable print service information and picture image data together on the same portable recording medium as specified in the claims. While the teachings of *Farros* relate to printing services in the context of a predetermined system, the present invention facilitates accurate print ordering in an environment where a plurality of users or laboratories have different systems.

Accordingly, Applicants respectfully submit that the asserted combination of *Moghadam* and *Farros* (assuming these references are combinable, which Applicants do not admit) fails to establish *prima facie* obviousness of independent claims 1, 6, 12, 13, 26, and 27, as well as all claims depending therefrom.

Regarding independent claims 11 and 25, Applicants note that these claims have been similarly amended to specify that the printing service information and picture image data are recorded together on the same portable recording medium and respectfully submit that the asserted combination of *Moghadam* and *Farros* likewise fails to establish *prima facie* obviousness of these independent claims.

In view of the above, Applicants respectfully request reconsideration and withdrawal of the Examiner's rejection under 35 U.S.C. § 103 based on the asserted combination of *Moghadam* and *Farros*.

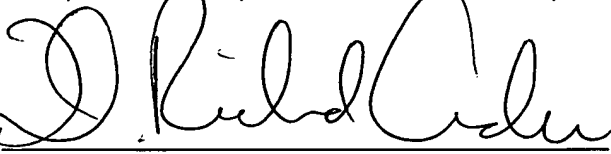
CONCLUSION

Should there be any outstanding matters which need to be resolved in the present application, we respectfully request the Examiner to contact the undersigned at (703) 205-8000, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

Respectfully submitted,

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Attachment: Version With Markings to Show Changes Made

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS:

The claims have been amended as follows:

1. (Five Times Amended) A picture print ordering method which orders a print of a picture image by generating print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, comprising the steps of:

recording high resolution picture image data obtained by reading a developed film and printing service information regarding the printing service which can be provided for the high resolution picture image data in the same [a predetermined] portable recording medium, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

displaying the printing service information and the image data recorded in the portable recording medium so as to display said order screen when the print ordering information for requesting a printing service regarding the image data recorded in the portable recording medium is generated; and

generating the print ordering information by using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium.

6. (Five Times Amended) A picture print ordering system which orders a print of a picture image by generating print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, comprising;

printing service information recording means which records high resolution picture image data obtained by reading a developed film and printing service information regarding the printing services which can be provided to the high resolution picture image data in the same [a predetermined] portable recording medium, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

display means which displays the printing service information recorded in the portable recording medium and the image data so as to display said order screen when the print ordering information for requesting a printing service regarding the image data recorded in the portable recording medium is generated;

input receiving means which receives input of a variety of instruction information using the displayed printing service information; and

print ordering information generating means which generates the print ordering information by using the displayed printing service information received by the input receiving means;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium.

11. (Five Times Amended) A photo finishing system comprising image data obtaining means which obtains high resolution picture image data, print ordering information obtaining means which obtains print ordering information regarding the high resolution picture image data, and print generating means which carries out a variety of printing processing based on the print ordering information, wherein

the print ordering information obtaining means obtains print ordering information generated using printing service information and the high resolution picture image data stored together in the same portable recording medium and displayed on a predetermined order screen as print services which can be provided for the high resolution picture image data, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and

the print generating means carries out a variety of printing processing for providing the printing service displayed as the printing service information, based on the print ordering information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been displayed on the order screen and the photo finishing system associates updated printing service information with the image data to indicate current printing service capabilities of the print generating means.

12. (Five Times Amended) A recording medium wherein a program is stored by means of which a computer generates print ordering information in order to order a print

of a picture image, said print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, the program comprising the steps of:

displaying printing service information, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and high resolution picture image data of the picture image recorded in the same [a predetermined] portable recording medium on a display apparatus connected to the computer;

enabling instruction information using the displayed printing service information to be inputted by a variety of input devices of the computer; and

generating the print ordering information based on the instruction information input by the variety of input devices;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium.

13. (Four Times Amended) A picture print ordering method comprising the steps of:
recording high resolution picture image data, obtained by reading a developed film, and printing service information regarding printing services, which can be provided for the high resolution picture image data, on the same portable [a] recording medium by a photo finishing system, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

displaying the printing service information and the high resolution picture image data from the portable recording medium at a user device; and

generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium.

19. (Four Times Amended) A picture print ordering system comprising:

a first recording unit for recording high resolution picture image data, obtained by reading a developed film, and printing service information regarding printing services which can be provided for the high resolution picture image data on the same portable [a] recording medium by a photo finishing system, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

a display unit for displaying the printing service information and the high resolution picture image data from the portable recording medium at a user device; and

a generating unit for generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been displayed.

25. (Four Times Amended) A photo finishing system comprising:

an image data obtaining unit which obtains high resolution picture image data from a user;

a print ordering information obtaining unit which obtains print ordering information regarding the high resolution picture image data from the user; and

a print generating unit which carries out a variety of printing processes based on the print ordering information, wherein the print ordering information is generated using printing service information, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and the high resolution picture image data, which is stored together with the printing service information on the same portable recording medium, displayed on a user device;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium and the photo finishing system associates updated printing service information with the image data to indicate current printing service capabilities of the print generating unit.

26. (Four Times Amended) A computer program embodied on a computer-readable medium for ordering prints comprising:

a recording source code segment for recording full image picture data, obtained by reading a developed film, and printing service information regarding printing services which can be provided for the high resolution picture image data on the same portable [a] recording medium by a photo finishing system, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

a displaying source code segment for displaying the printing service information and the high resolution picture image data from the portable recording medium at a user device; and

a generating source code segment for generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the portable recording medium.

27. (Four Times Amended) A medium comprising:

a first recording area for recording picture image data with high resolution; and

a second recording area for recording information regarding printing services, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects,

wherein the picture image data with high resolution and the information regarding printing services are provided together to a customer;

the customer ordering a print out according to the information regarding printing services and the picture image data with high resolution;

wherein the information regarding printing services includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been produced, and

wherein said medium is a portable recording medium, such that the high resolution image data and the printing service information are stored on the same portable recording medium.